

An aerial, black and white photograph of Pittsburgh, Pennsylvania. The image shows the city skyline with numerous skyscrapers, including the PPG Place. The Allegheny River flows through the city, with the iconic arched bridge crossing it. In the foreground, there's a view from a hillside looking down at a building with a glass-enclosed rooftop structure. The overall scene is a mix of urban architecture and natural greenery.

# LOCAL FOUNDATION MANAGEMENT

*THE QUICK GUIDE TO HELP FORMULATE  
STRATEGY TO BE ABLE TO GET YOUR  
BUSINESS PROPERLY LISTED AND  
MANAGED TO INCREASE YOUR SEARCH  
EXPOSURE AND GET FOUND ONLINE*

**onCOREventures**  
conscious marketing

[HTTPS://WWW.ONCORE.VENTURES/LOCAL/](https://www.oncore.ventures/local/)





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# LOCAL SEO

Local SEO. You keep hearing about it. You've read the articles telling you it's important. You may have even read the many list posts telling you what to do to start excelling with local search.

## But what about the why?

Why exactly is local search engine marketing important? And how does it differ from traditional SEO and search engine marketing?

In addition, what are the actual factors that contribute to local SEO success?

As we move forward, we're going to answer these questions and put you on the path to dominating localized search.

## Let's get started

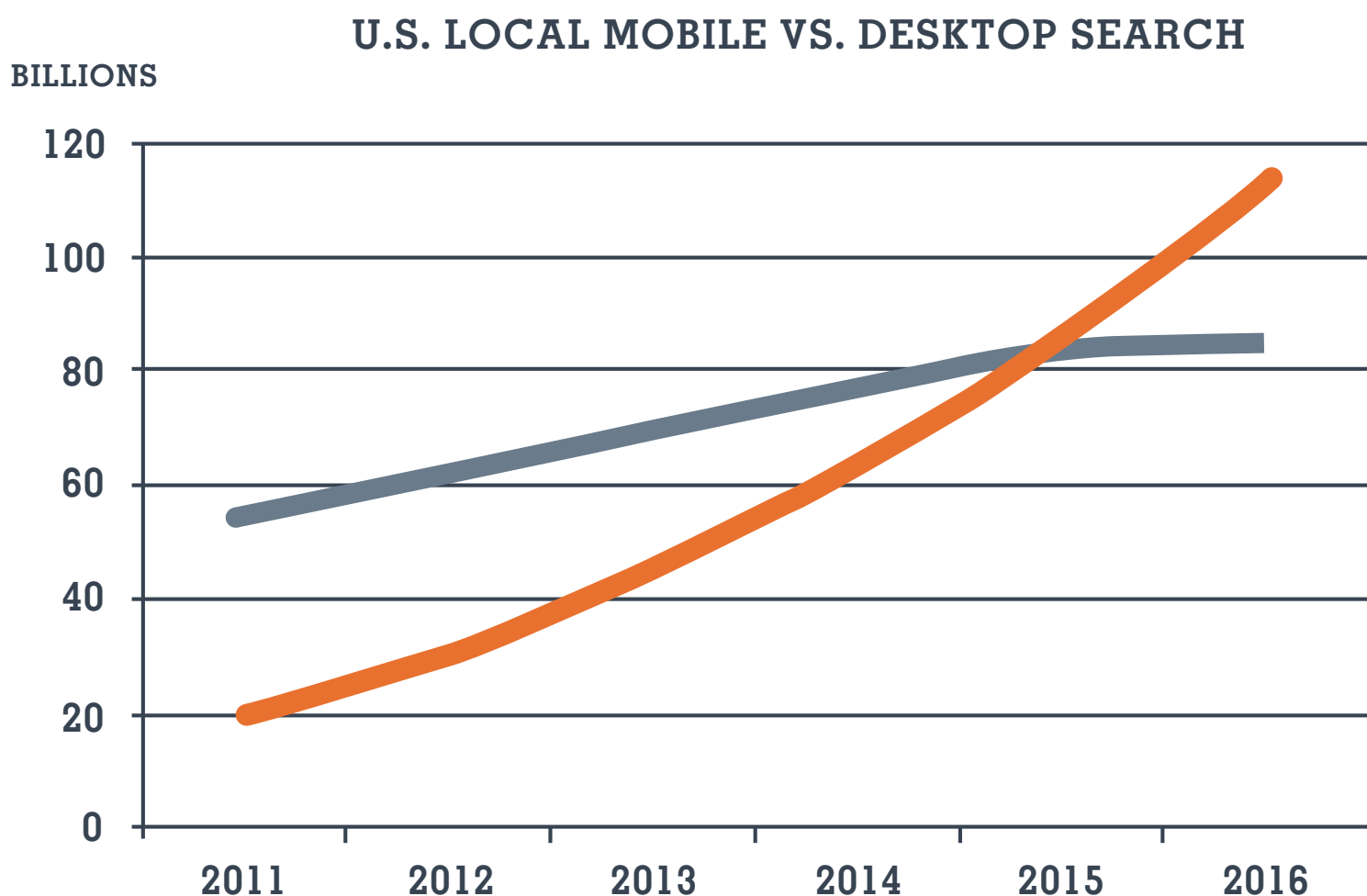
In this post, we are going to use both Local SEO and local search engine marketing interchangeably because people look for both terms. Frankly, local search engine marketing is probably more accurate. Why? Read on - most of the techniques and tools we are going to do a deep dive into have nothing to do with what most people think of when they think of Search Engine Optimization.

But, and here is the key - the tools and techniques improve your SEO rankings because they all make you or your company look more expert to Google and other search engines.

# WHY LOCAL SEARCH ENGINE MARKETING IS IMPORTANT

If you're looking for reasons as to why you need local SEO, there are plenty of them. The most important of which is the fact that the number of local searches continues to increase every year.

*Take a look at this graph from Smart Insights showing U.S. local mobile search vs. desktop search from 2011-2016:*



# WHY LOCAL SEARCH ENGINE MARKETING IS IMPORTANT

As you can see, local searches on mobile devices have increased from 20 billion in 2011 to almost 120 billion in 2016.

And, while the jump for desktop searches hasn't been as significant, there has still been a clear and steady increase.

Another reason you need local search engine marketing, as Google tells us, is that local searchers are more prone to take action.

In fact, according to Google's research team, about 50% of users who conducted a local search on their mobile device visited a store within 24 hours. In addition, 34% of users searching via their computer or tablet did the same.

## STILL NOT CONVINCED?

Well, a 2014 survey by comScore gives us yet another compelling reason proving its importance.

In their survey of over 5,000 US adults, they found that 78% of local-mobile searches result in offline purchases.

That's a big number. And it's yet another reason you need local SEO.

**At this point, we now know two crucial traits of local searchers:**

1. There are a LOT of them
2. They are much more likely to take immediate action than users that aren't searching locally

## **BUT WHAT IS THE DIFFERENCE BETWEEN SEO AND LOCAL SEO?**

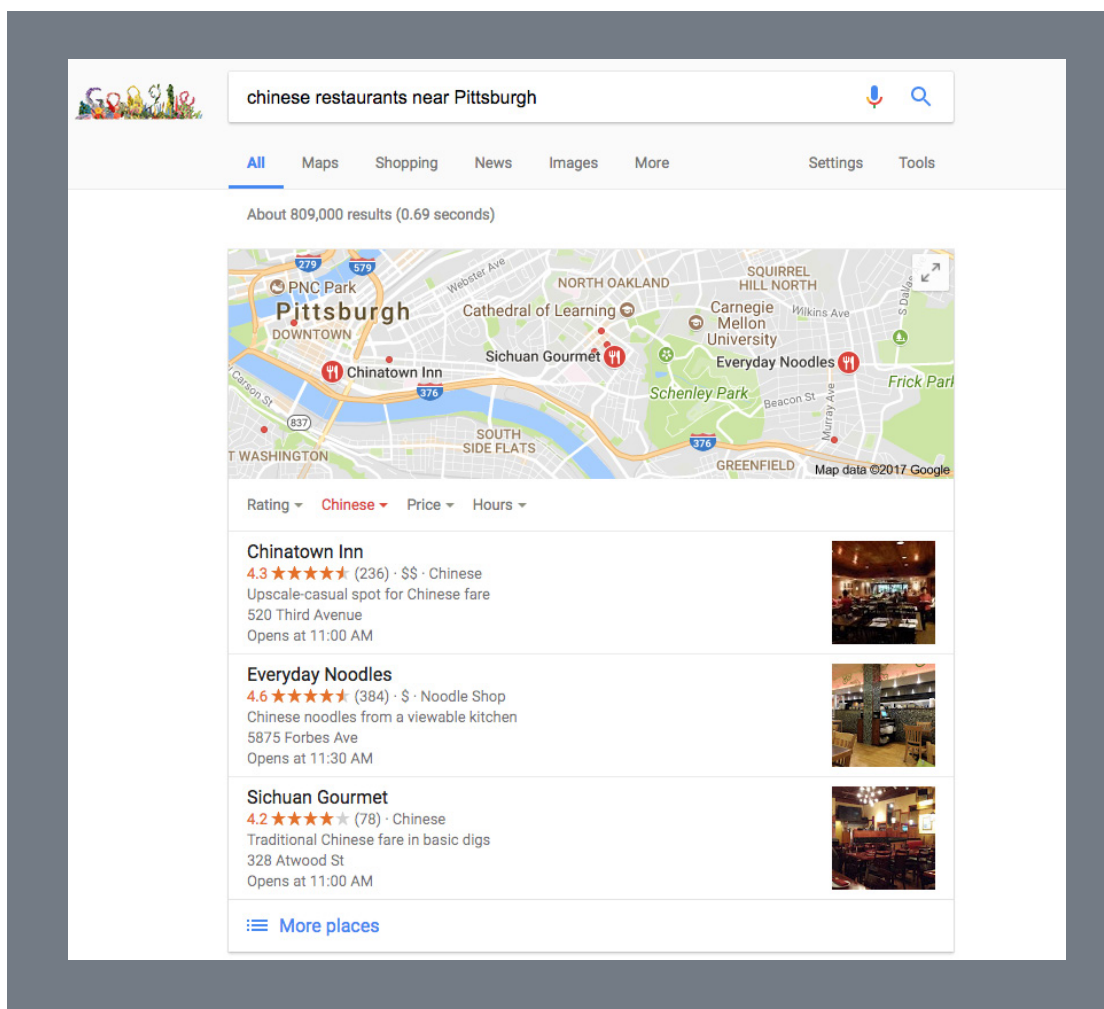
The first, and most obvious, difference between SEO and local SEO is that localized searches have a geographical component.

Google's co-founder, Larry Page, has stated that their goal is to understand exactly what you mean when you perform a search and give you back exactly what you want.

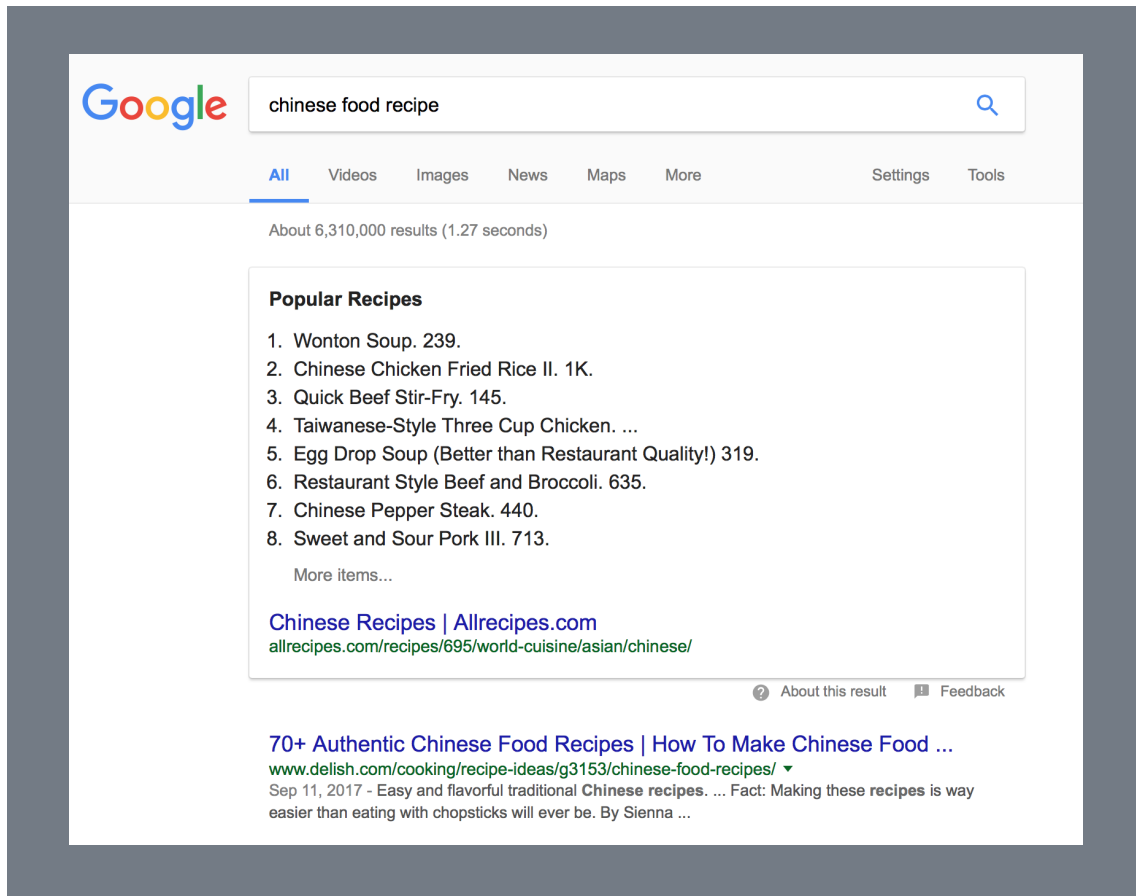
They're constantly making changes to their algorithms in an effort to make this happen.

One way that they attempt to give you back exactly what you want is by constructing their algorithms to determine whether or not your search has local intent.

Determining local intent is easy for some searches. If you were to search for 'chinese restaurants near Pittsburgh', for example, your results would look something like this:



If you were to search for a term like 'Chinese food recipe', however, you'd be provided with national results that look like this:



One of the difficulties with understanding the difference between SEO and local SEO is that Google, and other search engines, don't offer much information about exactly how they determine local intent.

As we've seen from the statistics in the previous section, however, we do know they've made a continuous effort to increase the number of keywords and search phrases flagged for having localized intent.



# THE DIFFERENCE BETWEEN SEO AND LOCAL SEO COMPETITION

It's important to realize there is a significant difference in competition between traditional and local search.

With national searches, you're competing with every web page and piece of content in the country, and sometimes the world, for first page results.

With local searches, you're only competing with web pages and businesses in your city or region.

This is yet another major advantage of focusing on local SEO.

*Even if other businesses in your city or region have already built a strong localized search engine profile, there's still plenty of opportunities to rank on the first page of results*

# UNDERSTANDING LOCAL SEARCH ENGINE MARKETING TERMS

Before we dive into some of the strategies that lead to local search success, let's take a look at a few terms and phrases that you will want to know as we move forward.

# WHAT IS LOCAL SEO CITATION?

Local SEO citations are generally described as the mentions of your company name, address, and/or phone number online.

They can, however, also include other elements like business category, hours, payment types accepted, reviews, email addresses, etc.

These citations can be placed in several different places throughout the web, including:

- **Local Business Directories**
- **Apps**
- **Websites (ex. review sites)**
- **Social Media Platforms**

# WHAT IS LOCAL SEO CITATION?

As to why local citations matter, Moz gives us two reasons:

1. They impact search engine rankings. The number and accuracy of citations, along with the quality of platforms/websites they're featured on, can either have a positive or negative impact on localized rankings.
2. They impact customer decision making. Accurate citations make it easier for people to discover your business, which then leads to more website and foot traffic (and hopefully, sales).

So, to answer the question of what is local SEO citation in simple terms – they are the inserts of relevant business information that you input on websites, platforms, apps, and directories throughout the web



# WHAT IS LOCAL SEARCH ENGINE MARKETING?

mar•ket•ing

/ˈmärkə diNG/

*noun*

noun: **marketing**

the action or business of promoting and  
selling products or services, including  
market research and advertising

# WHAT IS LOCAL SEARCH ENGINE MARKETING?

If we use that as a starting point, we can answer the question of what is local SEO marketing by saying it's:

*“The action or business of promoting and selling products or services to localized customers through search engines.”*

Because our focus is on optimizing our business to be found by local searchers in search engines, the strategies of local SEO marketing are different than that of a typical digital marketing campaign.

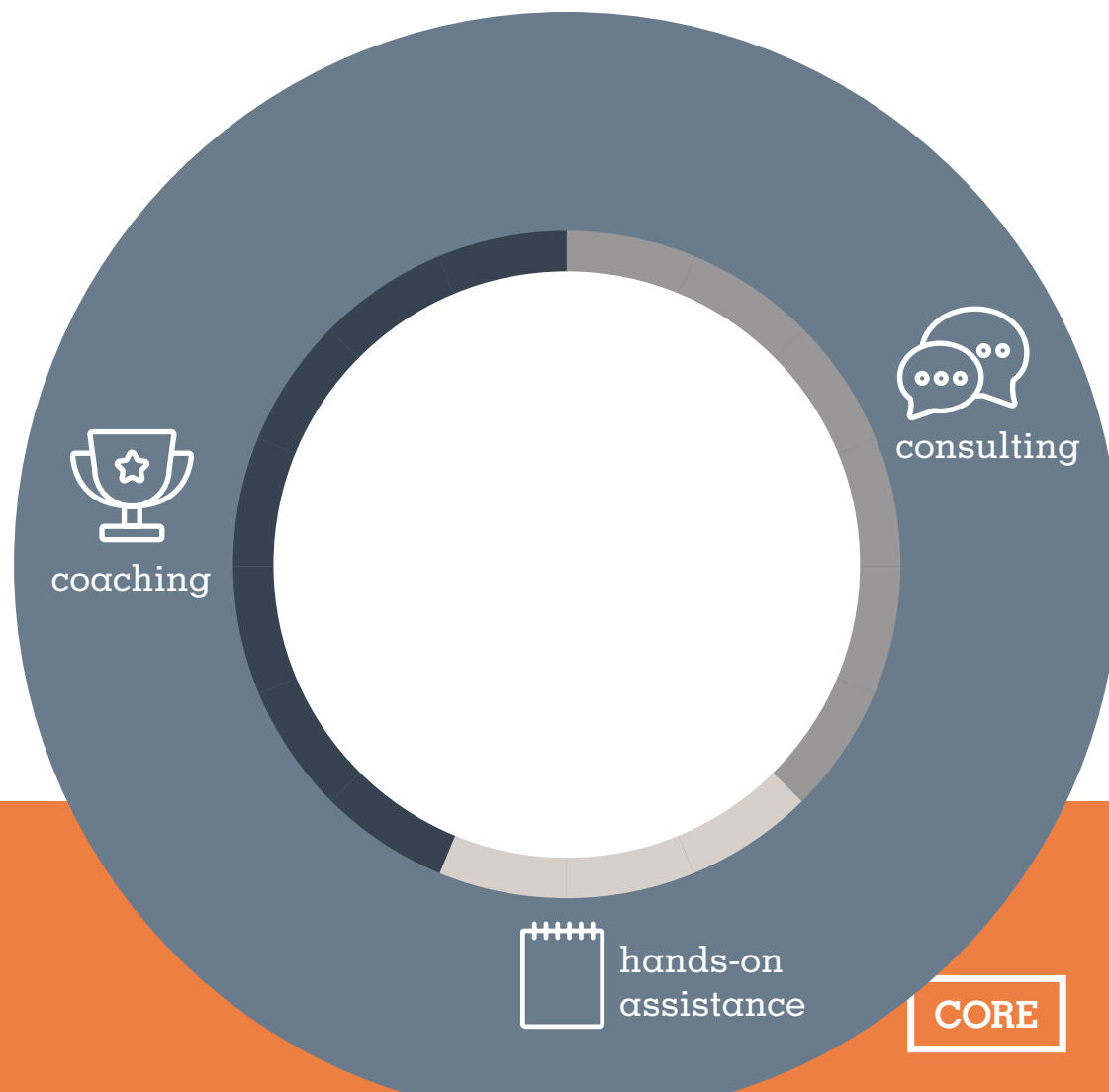
And we'll talk about those strategies shortly.

# WHAT ARE LOCAL SEO SERVICES?

These are the services provided by marketing agencies, like onCOREventures, that are aimed at improving the local SEO success of businesses.

This is done through a variety of methods, including coaching, consulting and hands-on assistance, in an effort to maximize the exposure of your business when customers in your area use search engines.

Local SEO services differ from traditional SEO services in that the goal is to generate website and foot traffic from localized customers that convert at a higher rate than those that are outside of your city or region.



## 2 SIMPLE STRATEGIES THAT CAN CONTRIBUTE TO LOCAL SEARCH ENGINE MARKETING SUCCESS

As you work to improve your local search engine marketing profiles, here's a look at a few simple local internet marketing strategies that can help you get started:

1. Creating Citations on Local Directories and Review Sites
2. Correcting inconsistent or inaccurate online directory information



# CREATING CITATIONS ON LOCAL DIRECTORIES & REVIEW SITES

You'll want to start the process by creating citations on high-quality websites that include local online directories and review sites.

While the local directories you should target will differ depending on your location and business type, some of the popular sites you would want to create citations for include:

## YELP

publishes crowd-sourced reviews about local businesses and features other services as well

## GOOGLE

specializes in Internet-related services and products including a number of online advertising features

## FACEBOOK

online social media and social networking service which features various software applications

## ANGIE'S LIST

(if applicable)  
reviews the best local service providers

## OPEN TABLE

(if applicable)  
reviews restaurants & makes online reservations

## TRIP ADVISOR

(if applicable)  
world's largest travel site with reviews, photos, & more

## YELLOW PAGES

the original business listing source to find & connect with local businesses

## MANTA

one of the largest online resources dedicated to small business

## SUPER PAGES

local expert and a top online resource for finding local business information

# CREATING CITATIONS ON LOCAL DIRECTORIES & REVIEW SITES

You can find a complete list of the top 50 local citation sites in the U.S. at BrightLocal.

If your business doesn't have profiles on your industry's local directory sites, or if the profiles are subpar, it will hurt both your search engine rankings and your customers' ability to find you when they're searching and ready to buy.

It will also influence how Google "sees" your local business, and influence whether it places you in the desired Three Pack position on the map element.

To help your company to rank well on Google, start by getting Google My Business set up for your business.

Make sure that each item is properly set up, and that your site links back to a landing page for your local business that includes photos and accurate information about your address, hours, contact information and business practices, as well as directions to your building.

I strongly recommend that you link your Google Plus account to your Google My Business account, post good content on it, and do your best to gather followers on it.

# CREATING CITATIONS ON LOCAL DIRECTORIES & REVIEW SITES

And while you're improving your ranking on Google, don't forget to make sure that your Bing profile is set up properly. When you ask Siri on your iPhone for the nearest plumber, restaurant, repair shop, or other business, it uses Bing to find the result, so that engine is important for helping Siri users find you.

The aggregate search volume for all online directories other than Google is estimated to be 60% of total web search traffic, so it's important for you to know what online directories are used the most. For example, in Pittsburgh, the fifth most popular directory is the Pittsburgh Post-Gazette site.

To learn more about the top local citation sites and online directories for your area, check out BrightLocal's site list.

Another way to boost your rankings is by using schema coding on your menu on your website. This helps search engines to give their users more relevant information about your business, which makes you more attractive to potential clients and helps you to rank better.

# CORRECTING INCONSISTENT OR INACCURATE ONLINE DIRECTORY INFORMATION

It's absolutely essential that your business information remains accurate and consistent across each platform. So, before you start creating citations, we highly recommend you take time to prepare all of your information – using a local citation building template makes this process simple. Or you can sign up to use tools from Bright Local or Yext to publish the information that you collect to these sites for you.

If there are slight differences in your address, phone number, working hours, or other relevant information from one directory site to another, it will negatively impact your site's rankings. It's important to make sure that your information is consistent across all of your online directories, so search engines don't penalize you for having inaccurate profiles.



# OPTIMIZE YOUR CONTENT FOR LOCAL RELEVANCE

Content marketing plays an integral role in traditional SEO success.

But you may not realize it can also have a significant impact on your local SEO ranking.

Structuring your content, and more specifically your web pages, to include the names of the city, region, and/or neighborhood you're targeting can contribute to local SEO success. And if you're able to generate backlinks to your web pages from local news outlets or other localized websites, you can continue to build your Domain Authority to the point where search engines recognize your website as a trusted source.

Answering frequently asked questions and creating list articles are two great ways to generate content that not only boosts rankings, but also maintains local relevance.

By posting relevant and helpful content on your site, you do several things to boost your rankings and revenue:

1. You increase the likelihood that you'll appear in the search results when people look for information about your industry.
2. You give your customers value, which helps them to get to know, like and trust you and your brand.
3. You establish your credibility as an expert in your field.

## 2 TYPES OF ARTICLES TO BOOST SITE RANKINGS

### 1. *ANSWERS TO FREQUENTLY ASKED QUESTIONS*

If people frequently ask you how to prevent algae buildup in their pools, fix a plugged sink, build a deck, or something else related to your industry, there's a good chance that they also ask search engines the same question.

If you want your website to show up in their results when they ask that question online, write a blog post that answers their inquiry.

If applicable, recommend that they use some of your products to solve their problem – or, if you offer services instead of goods, and the article with an invitation for them to save themselves time and hassle by getting you to do the work for them.

If your article can demonstrate just how many steps, how much expertise, or how many special supplies the job requires, so much the better – now they have even more incentive to hire you and get this task off their plate!

I recently reviewed a local competitor of a client's site, and that competitor is getting over 1,200 readers each month on a blog that answers frequently asked questions about how to deal with pests like insects, stink bugs, bed bugs and the like. This business has been answering questions in weekly 500-word blog entries for the last four years, and they rank on page one of Google for over fifty keywords.

## 2 TYPES OF ARTICLES TO BOOST SITE RANKINGS

### 2. *LIST ARTICLES*

What's one thing your clients really want to do?  
Give them ten steps with which to do it.

Why are they failing to get a certain result?  
Tell them three reasons why.

Are there multiple different techniques or strategies they could use? Write an article about five of them.  
List articles are a good way to provoke curiosity, and to convey information in a way that's organized and easy to digest.

When you're writing your articles, do your best to phrase both the title and the content in the same way your ideal clients would. The more your phrasing matches the phrases they type into search engines, the higher the article will rank.

# WHY YOU SHOULD ASK FOR ONLINE REVIEWS

Online reviews affect your business' success in many ways.

From search engine rankings to lead conversions, industry reputation, networking efforts, cash flow, and ROI on your online marketing efforts, customer feedback plays a big part in making or breaking your business, so it's vital to know how to get good reviews and deal with negative comments.

*Here are some of the biggest reasons why asking for online reviews is extremely important:*



# REASON ONE:

## *YOUR HOTTEST LEADS ARE LOOKING AT ONLINE REVIEWS*

If someone's looking at reviews, that means they're probably already in buying mode. They've decided that they want products or services in your industry, and now they're choosing who to buy from.

If a business has a lot of positive reviews, that communicates two things:

1. That business is popular. An abundance of positive reviews means lots of people use that business and trust it.
2. They provide good products or services. The more good reviews you have, the more proof people have that you can give them what they need.

If you don't have online reviews that communicate these two things to your potential clients, you're missing out on some of the hottest leads that exist, which will cost you a lot of sales.

## REASON TWO:

### *ONLINE REVIEWS AFFECT HOW YOU RANK ON SEARCH ENGINES*

Nobody wants to use a search engine that gives them one-and-two-star results first and makes them dig for the five-star businesses. Because of this, it's in a search engine's best interests to give people the best results first, and online reviews are one of the factors they use to determine which results are the best.

The more positive reviews you have, the higher you'll rank, and the better chance you'll have of securing a lucrative position in Google's "Three Pack", which is the three most prominently highlighted results on Google's first page.

## REASON THREE:

### *CUSTOMERS CAN SEARCH BY RATING*

People seeking services via Google now have the option to only look at businesses that have a certain rating or higher. Because of this, a business without reviews will be invisible to more selective buyers.

## REASON FOUR:

### *BAD ONLINE REVIEWS COULD DETER POTENTIAL REFERRAL PARTNERS*

If the people with whom you network are inclined to do their due diligence, they may choose to look at your online reviews before referring their customers to you. A lack of reviews is a warning sign that your business may not be trustworthy, which can make people reluctant to send you referrals.

## REASON FIVE:

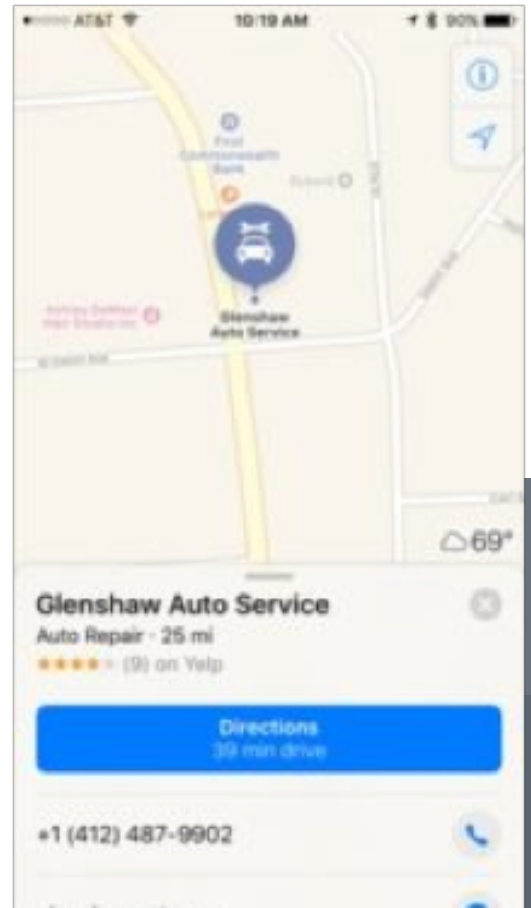
***PEOPLE WILL PROBABLY SEE YOUR ONLINE REVIEWS  
WHETHER THEY'RE SEEKING THEM OUT OR NOT***

This is especially true for people using mobile devices. I recently encountered an example of how reviews show up even when you aren't looking for them. I wanted directions to a local Pittsburgh auto repair shop, Glenshaw Auto Glass, based in Glenshaw, PA.

I used my iPhone to check Apple maps for directions and was immediately shown its Yelp ratings.

I noted that they had nine reviews on Yelp, with an average rating of four stars. For those of you who have not prioritized having a good rating on review and citation sites, that raises an important question: would I have traveled thirty-nine minutes to their shop if they had a two-star rating?

If you're using Google maps, Google will use their own reviews, but the concept is the same, I just tend to use the Apple map application on my iPhone, and many people do not realize that Apple uses Bing for search and Yelp for reviews.



## WHY YOU SHOULD ASK FOR ONLINE REVIEWS

*For these five reasons, it's important to get positive online reviews for your business. If you need a sixth reason read a more recent blog in how Google is making a game out of entering business reviews from their current reviewers*

# HOW TO ASK FOR ONLINE REVIEWS

Customers are often busy, and in many cases, they have trouble finding time to leave a review unless they're angry enough to leave a bad one.

So how can you encourage them to leave positive reviews, and prevent most potential bad reviews before they happen?

*Here are a  
few methods  
you can use:*

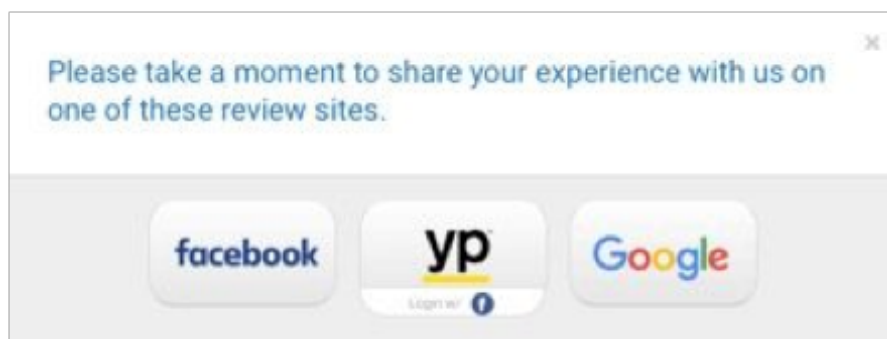
# METHOD ONE:

## *USE A REVIEW SERVICE PROVIDER*

The best way to get reviews is by contracting with a service provider like Grade.us. By using this service, you get a link to a review page, which you can send to clients. The page should look something like this:



If they give you four or five stars, they are then asked to share a review online.



# METHOD ONE:

## *USE A REVIEW SERVICE PROVIDER*

If they're not satisfied, you have an opportunity to reach out to them and correct the problem before it damages your online reputation.

We strive for 100% customer satisfaction. If we fell short, please tell us how so we can make amends.

Your Name

Phone

Email

Message

Message

☐ I'm not a robot

reCAPTCHA  
Privacy · Terms

SEND MESSAGE

If you do not wish to address your concerns here and prefer to post a review, [click here](#).



## METHOD TWO:

### *REQUEST REVIEWS DURING CONVERSATIONS WITH SATISFIED CLIENTS*

When you're actively having a conversation with a satisfied client, you have a much higher level of rapport and influence with them than you do when they're simply receiving a link through email.

At this time, you can ask them to leave a review on your website, review service provider, citation site profiles, or other online locations.

## METHOD THREE:

### *OFFER PRE-WRITTEN BUSINESS REVIEWS*

If your customers are too busy to write reviews, or they don't know how to write reviews that make potential clients want to check out your business, one option is to give them pre-written reviews that they can tweak and post.

# METHOD THREE:

## *OFFER PRE-WRITTEN BUSINESS REVIEWS*

These reviews should include the following elements, especially if you plan to post them on your own website:

1. The customer's full name, and their website if they have one. If you're posting the review on your own website, these elements help to establish that the review is coming from a real person, instead of being something you made up.
2. The problems they were struggling with before they met you. These problems should be explained in the same terms your customers would use when they think or speak about their problems. Focus on the symptoms they KNOW they have, rather than the root cause that not everyone is aware of.

# METHOD THREE:

## *OFFER PRE-WRITTEN BUSINESS REVIEWS*

3. The transformation or results you created for them. Once again, the description should focus on the symptoms, not the cause. People tend to be more aware of the tangible, visible day-to-day effects of their problems and results than they are of the root causes of the problem, and they care more about the results than they do about the process by which they get them. For example, people who want to lose weight aren't looking to buy an exercise program. If they could lose weight without a program, that's what they'd do, so clearly the exercises aren't the selling point. So instead of encouraging people to say "she gave me ten-minute exercises to do", say "thanks to her, I feel light, sexy and energetic, and I fit in my favorite outfits again".

4. Specifics about the time, quantities or monetary value in their results. If you can include the exact timeframe in which your client got results, the amount of money they made because of you, the number of new dates or clients they got, or other such specifics, the review will seem far more credible and compelling. For example, "He helped me get ten dates in three weeks, and three months later, one of those women became the most amazing girlfriend I've ever had" paints a clearer and more attractive picture than "He helped me get lots of dates, and one of them eventually turned into a relationship".

# METHOD THREE:

## *OFFER PRE-WRITTEN BUSINESS REVIEWS*

5. Their picture, if they're willing to provide it. Like the name and website, a picture of their face helps to establish that these are real people leaving reviews, not just stories you made up.
6. Any special challenges you helped them overcome. Some clients balk at making a purchase because they think, "It works for other people, but it won't work for me because I have a special problem or limitation." If you have a client who you helped to overcome a particularly challenging obstacle, encourage them to mention it in their review, to encourage people who think their problem is too big to be surmounted.
7. What their problem was costing them. This cost could include lost time, money, health, well-being, self-esteem, or anything else their problem was robbing them of.

# METHOD FOUR:

## *GIVE SATISFIED CLIENTS A LIST OF QUESTIONS THEY CAN USE TO WRITE THEIR REVIEW*

If your clients want to write reviews for you, but they aren't sure what to say, you can give them this list of questions to make it easier for them to create a compelling review or testimonial:

1. What problem were you struggling with before you started to work with us?
2. What was it costing you in terms of time, money, happiness, health, relationships, opportunities, influence, or reputation? Are there any other areas in which it was holding you back?
3. What was your favorite thing about working with us?
4. Was there something we offered you that the other solutions you tried did not?
5. How long did it take for you to start noticing results?
6. What changes and results have you gotten by working with us?
7. What effects have those changes had on your life?

## METHOD FOUR:

### *GIVE SATISFIED CLIENTS A LIST OF QUESTIONS THEY CAN USE TO WRITE THEIR REVIEW*

These questions will help to get their creative juices flowing, and will encourage them to write about the things that your potential clients really care about.

They also help your clients to see how far they've come by working with you, which will make them all the more eager to help others receive the same benefits you gave them.

If you're in an industry where changes can be gradual or easy to miss, having a "before and after" profile will help your clients to see how much they or their situation has changed in the time you've spent together.

## DISCLAIMER

The reviews have to be authentic and in your clients words and express their results. We do not recommend or condone arm twisting or fabricating any reviews

# HOW TO MONITOR BUSINESS REVIEWS

## *AND DEAL WITH BAD REVIEWS*

Even if you have a review service provider in place, there may still be times when a negative business review appears on one of your profiles and must be dealt with.

There are several review-monitoring systems available, and they will help you to detect and respond to bad reviews quickly before too many people see them.

But how do you deal with these reviews, in a way that improves your reputation instead of damaging it further?

# HERE ARE A FEW VALUABLE GUIDELINES TO USE:

## 1. *ADDRESS IT QUICKLY*

The longer a bad review sits on the internet unaddressed, the more people see it, and the clearer it becomes that you aren't responsive to your clients' problems.

You want to show both the angry customer and anyone who sees their comments that you take your customers' concerns seriously and that you'll act quickly and decisively to rectify the situation.

## 2. *DON'T GET DEFENSIVE OR ANGRY*

While it can be tempting to lash out at people who insult you, hurt your reputation, or otherwise offend you, this is not the time to let your emotions make your decisions for you. Instead, it's time to take a deep breath and remind yourself that your reputation and your relationship with your customers are more important than your pride.

Don't try to prove that the customer's problem with your company doesn't exist. Instead, focus on solving the problem.



# HERE ARE A FEW VALUABLE GUIDELINES TO USE:

## **3. FIND OUT WHAT WENT WRONG AND WHY, AND IF THERE ARE ANY OTHER PROBLEMS THAT NEED TO BE ADDRESSED**

Get all the details you need to fix the problem, and invite the client to tell you about any other problems they may have had. This shows that you take their concerns seriously, and are going the extra mile to make sure they have full satisfaction.

While you're exploring the situation, make sure to pay careful attention to what they say. Some businesses' customer support representatives skim quickly over their clients' questions, and as a result, the answers they offer can range from ineffective to completely irrelevant.

This only angers the customer further and requires that you spend even more time on the conversation, so it's far better to take the time to get it right on the first try. After all, as John Wooden said, "If you don't have time to do it right, when will you have time to do it over?"

# HERE ARE A FEW VALUABLE GUIDELINES TO USE:

## 4. OFFER AN EFFECTIVE SOLUTION

When people flood the internet with angry reviews, it isn't usually just because something went wrong. It's because something was wrong *and nobody fixed it*.

Offer an effective, timely and actionable solution to their problem, if at all possible. And if the problem isn't fixable, whether because the issue was on the customer's end and is entirely outside your power to fix, or because their expectations were simply not reasonable, then explain why you can't give them what they want.

## 5. HAVE A CLEAR REFUND/RETURN POLICY

When a conflict arises, it can be very valuable to have a document or policy you can refer to. Armed with this, you can point out to customers who aren't being reasonable that your policies were clearly laid out, and that by making a purchase, they agreed to abide by those terms.

Along with your standard refund/return policy, it's important to get signed agreements in writing before you begin to work. That way, both parties know what to expect from each other, and you can both refer to the agreement in the event that a misunderstanding occurs.

## WHAT IS NEXT?

I just gave you some valuable tools and strategies that you can use to start improving your rankings, revenue, and reputation. But for some business owners, especially those who already have a lot on their plates, getting started can be overwhelming. For information on our online audit visit this offer page. We can and will make sense of our online presence including your business reviews.

If you want to get a free report of your business' current reviews with no obligation, and an opportunity to get your review management taken care of for you, go to: <https://www.oncore.ventures/local/>

# ABOUT ONCOREVENTURES

When we examined ways of bringing value to our clients in the area of marketing, we considered approaches to developing the processes and procedures needed to deliver the education and tools that our clients could use to launch and grow their businesses.

We bought into the Duct Tape Marketing system because we learned that when you hire a certified Duct Tape Marketing Consultant, you are getting years of ever-evolving marketing experience at your fingertips. You gain access to a proven process that has worked for clients of all sizes over and over again, and your certified Duct Tape Marketing Consultant will use it to ensure success for your business.

We asked ourselves – why should we invent the processes – when it already existed and we could license it, use it ourselves to rebuild and rebrand our practice and deliver value to our clients.

# ABOUT FREDERICK GEIGER

As a real-world software product manager who lived depended on the outcome of marketing efforts and a technologist by nature, Frederick believes that all marketing efforts should be measurable and produce a return. His efforts in product management and development included the receipt of a US patent for the intelligent processing of messages over the Internet. This processing included checking email for virus and other dangerous attachments as well as the intelligent routing of messages.

In the creation of the Marketing offerings for onCOREventures, Frederick is using his technology process management background. He is combining it with close to five years of working with business owners, both as a business coach and an Area director for BNI of western Pennsylvania. The result is a methodology that is predictable and measurable.



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I just gave you some valuable tools and strategies that you can use to start improving your rankings, revenue, and reputation. But for some business owners, especially those who already have a lot on their plates, getting started can be overwhelming.

For information on our online audit visit this offer page. We can and will make sense of your online presence including your business reviews.

Visit [https://oncore.leadpages.net/local\\_audit](https://oncore.leadpages.net/local_audit) for a free local presence and reputation audit!

If you want to get a free report of your business' current reviews with no obligation, and an opportunity to get your review management taken care of for you, go to: <https://www.oncore.ventures/local/>